

# RATE CARD

## FRAU IM TREND

NO. 2a

VALID FROM 01.01.2021



# MAGAZINE PORTRAIT

Frau im Trend - New & up to date every week

Frau im Trend is the modern illustrated info-magazine for women who take control of their lives and want it to fit the times. It's a magazine with strong user value that enjoys a close and loyal relationship with its readers thanks to its emotionally tone of address, its quality-oriented infotainment strategy and its interaction with users through facebook.

Frau im Trend is a women's weekly with a wide circulation amongst readers with a broad range of interests who are typically in the age about 50.



Age  
64% 40-69 Years

Gender  
89% Women

Net income  
70% > 2,000 €

## KEY DATA

Frequency of publication	<b>weekly</b>
Copy price	<b>0.99 €</b>
Basic rate (1/1 4c page)	<b>19,200.00 €</b>
Copies sold	<b>187,765</b>
Total readership	<b>530,000</b>

Sources: ma 20 II, IVW II/20



# FORMATS & RATES PRINT

## STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
2/1 page	424 x 256	446 x 287	38,400.00 €
1/1 page	204 x 256	223 x 287	19,200.00 €
3/4 page vertical	153 x 256	164 x 287	16,440.00 €
2/3 page vertical	135 x 256	146 x 287	14,940.00 €
2/3 page horizontal	204 x 175	223 x 189	14,940.00 €
1/2 page vertical	98 x 256	109 x 287	13,960.00 €
1/2 page horizontal	204 x 127	223 x 141	13,960.00 €
1/3 page vertical	61 x 256	72 x 287	10,210.00 €
1/3 page horizontal	204 x 79	223 x 93	10,210.00 €
1/4 page vertical	42 x 256	53 x 287	8,050.00 €
1/4 page horizontal	204 x 55	223 x 69	8,050.00 €
1/4 page normal	98 x 127	-	8,050.00 €

### TRIMMING EDGE

Repro formats, bleed plus 4 mm trim on all sides.

\* Width x height in mm



# FORMATS & RATES PRINT

## SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
inside front cover	204 x 256	223 x 287	21,120.00 €
outside back cover	204 x 256	223 x 287	21,120.00 €
Opening Spread	424 x 256	446 x 287	46,080.00 €

\* Width x height in mm

### ADVERTORIALS

Formats and prices for advertorials created by the editorial team (print and online) on request. For more information, please visit [bcn.burda.com/advertising-solutions/print/advertorials/](http://bcn.burda.com/advertising-solutions/print/advertorials/).

### CONSECUTIVE ADS:

10 % surcharge on two or more adverts on consecutive partial-page ads.

### FIXED PLACEMENTS:

Agreed fixed placements (e.g. first for a business line, commodity group, etc.) entitle the publisher to bill a placement surcharge.

### TRIM

Repro formats, bleed plus 4 mm trim on all sides.



# FORMATS & RATES PRINT

## DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
from 6 ads	3 %	from 3 pages	3 %		
from 12 ads	5 %	from 6 pages	6 %		
from 18 ads	7 %	from 9 pages	9 %		
from 24 ads	9 %	from 12 pages	12 %		

# SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**	TOPICS
1	02.01.21	27.11.20	27.11.20	13.11.20	
2	08.01.21	04.12.20	04.12.20	20.11.20	
3	15.01.21	11.12.20	11.12.20	27.11.20	
4	22.01.21	18.12.20	18.12.20	04.12.20	
5	29.01.21	24.12.20	24.12.20	11.12.20	
6	05.02.21	31.12.20	31.12.20	18.12.20	
7	12.02.21	08.01.21	08.01.21	24.12.20	
8	19.02.21	15.01.21	15.01.21	31.12.20	
9	26.02.21	22.01.21	22.01.21	08.01.21	
10	05.03.21	29.01.21	29.01.21	15.01.21	
11	12.03.21	05.02.21	05.02.21	22.01.21	
12	19.03.21	12.02.21	12.02.21	29.01.21	
13	26.03.21	19.02.21	19.02.21	05.02.21	
14	01.04.21	26.02.21	26.02.21	12.02.21	
15	09.04.21	05.03.21	05.03.21	19.02.21	
16	16.04.21	12.03.21	12.03.21	26.02.21	
17	23.04.21	19.03.21	19.03.21	05.03.21	
18	30.04.21	26.03.21	26.03.21	12.03.21	
19	07.05.21	01.04.21	01.04.21	19.03.21	
20	14.05.21	09.04.21	09.04.21	26.03.21	
21	21.05.21	16.04.21	16.04.21	01.04.21	
22	28.05.21	23.04.21	23.04.21	09.04.21	
23	04.06.21	30.04.21	30.04.21	16.04.21	
24	11.06.21	07.05.21	07.05.21	23.04.21	
25	18.06.21	14.05.21	14.05.21	30.04.21	
26	25.06.21	21.05.21	21.05.21	07.05.21	
27	02.07.21	28.05.21	28.05.21	14.05.21	
28	09.07.21	04.06.21	04.06.21	21.05.21	
29	16.07.21	11.06.21	11.06.21	28.05.21	
30	23.07.21	18.06.21	18.06.21	04.06.21	
31	30.07.21	25.06.21	25.06.21	11.06.21	
32	06.08.21	02.07.21	02.07.21	18.06.21	
33	13.08.21	09.07.21	09.07.21	25.06.21	
34	20.08.21	16.07.21	16.07.21	02.07.21	
35	27.08.21	23.07.21	23.07.21	09.07.21	
36	03.09.21	30.07.21	30.07.21	16.07.21	
37	10.09.21	06.08.21	06.08.21	23.07.21	
38	17.09.21	13.08.21	13.08.21	30.07.21	
39	24.09.21	20.08.21	20.08.21	06.08.21	
40	01.10.21	27.08.21	27.08.21	13.08.21	
41	08.10.21	03.09.21	03.09.21	20.08.21	
42	15.10.21	10.09.21	10.09.21	27.08.21	
43	22.10.21	17.09.21	17.09.21	03.09.21	
44	29.10.21	24.09.21	24.09.21	10.09.21	
45	05.11.21	01.10.21	01.10.21	17.09.21	
46	12.11.21	08.10.21	08.10.21	24.09.21	
47	19.11.21	15.10.21	15.10.21	01.10.21	
48	26.11.21	22.10.21	22.10.21	08.10.21	
49	03.12.21	29.10.21	29.10.21	15.10.21	
50	10.12.21	05.11.21	05.11.21	22.10.21	
51	17.12.21	12.11.21	12.11.21	29.10.21	
52	23.12.21	19.11.21	19.11.21	05.11.21	
1/22	30.12.21	26.11.21	26.11.21	12.11.21	

The BCN topic preview tool provides you with attractive themes or specials:  
<https://bcn.burda.com/topic-preview-tool/>

\* Closing & cancellation date  
 \*\* Closing & cancellation date for ad specials, special formats, special placements



# AD SPECIALS PRINT

PRICES PER THOUSAND  
IN €

CIRCULATION EXCL. SUBSCRIPTIONS    SUBSCRIPTION CIRCULATION

## Bound inserts

up to 4 pages	60.00 €	73.00 €
up to 8 pages	64.00 €	82.00 €
up to 12 pages	69.00 €	92.00 €
up to 16 pages	74,00 €	102.00 €
up to 4 pages bound partner postcards	53,00 €	60.00 €

## Glued-on inserts

Postcard up to 10 g	40.00 €	51.00 €
Booklet up to 10 g	46.00 €	57.00 €
Booklet up to 20 g	46.00 €	64.00 €
Sample up to 10 g	52.00 €	63.00 €
Sample up to 20 g	52.00 €	70.00 €

## Loose inserts

up to 20 g	68.00 €	88.00 €
up to 30 g	75.00 €	98.00 €
up to 40 g	79.00 €	108.00 €
up to 50 g	84.00 €	118.00 €

## Additional ad specials available on request.

Prices apply for the booking of at least the entire domestic print run.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For split-run advertising there will be calculated no surcharge.

Minimum booking for all ad specials: 50,000 copies.

The publisher reserves the right to reschedule bookings with less than domestic print run.

\*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.

**Calculation basis:** The calculation basis is the planned circulation or IVW quarterly report upon order confirmation, exclusive of the respective e-paper copies.

**All tariff ad specials are eligible for discount and count towards the annual agreement commitment.**

**Order and cancellation date:** See "special closing dates" on page "Schedule & Topics Print"; due to limited availability, we strongly recommend booking as early as possible.

**Delivered quantity:** The delivered quantity is based on the planned print run or IVW quarterly report valid at the date of the order confirmation, plus 2 % surplus. In order to react to circulation fluctuations at short notice, we recommend contacting our Print Management/Placement (see "Your Personal Contacts" page) one more time before production start.

Please find the **delivery address and deadline** on the respective order confirmation. An incoming goods inspection does not take place at the printing plant.

**Conditions of delivery:** Ad specials must be delivered in accordance with the guidelines of the Bundesverband für Druck und Medien (German Association of Print and Media), and be clearly marked with the name of the publication and issue. Material must be delivered, carriage paid, to the address where it will be processed.

**Proviso:** Should any processing problems arise, completion of the circulation takes priority over ad special processing.

**AdSpecial Portal:** Binding technical information on Ad Specials and information on deadlines, samples and delivery for the participating objects is available for download at [adspecial-portal.de](http://adspecial-portal.de).

**Glued-on inserts:** The basis is a 1/1 carrier advertisement.

**Sample products:** An additional postal fee applies to samples and objects over 2.5 mm thickness.

**Samples** must be presented by the closing date at the latest. For product samples 50 pieces are required up front. For all other ad specials a minimum of 5 samples are required. To be sent: AdTech Factory GmbH & Co. KG, Print Management, Hauptstraße 127, 77652 Offenburg, Germany.



# AD COMBINATIONS

The reduced combination special price for the combination of advertisements is based on a comparison of separate advertisement bookings. To this end, the advertisements of an advertiser with an identical product/creation in the same format must appear in all magazines in parallel issues.

The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

		<b>Combined discount in %</b>
<b>BWP</b>	<b>BURDA WEEKLY POWER</b> FREIZEIT REVUE + FREIZEIT SPASS + GLÜCKS REVUE + neue woche + Viel Spaß - Frau im Trend + Lisa + SUPERillu + BUNTE	15.00
<b>BSEW</b>	<b>BURDA SUPER ENTERTAINMENT WOMEN</b> FREIZEIT REVUE + FREIZEIT SPASS + GLÜCKS REVUE + neue woche + Viel Spaß + Frau im Trend + Lisa + SUPERillu	17.00
<b>BSET</b>	<b>BURDA SUPER ENTERTAINMENT TREND</b> FREIZEIT REVUE + FREIZEIT SPASS + GLÜCKS REVUE + neue woche + Viel Spaß + Frau im Trend + SUPERillu	14.00
<b>BEW</b>	<b>BURDA ENTERTAINMENT WOMEN</b> FREIZEIT REVUE + FREIZEIT SPASS + GLÜCKS REVUE + neue woche + Viel Spaß + Frau im Trend + Lisa	14.00
<b>LTK</b>	<b>LISA TREND KOMBI</b> Lisa + Frau im Trend	5.00





# AD COMBINATION RATES

FORMAT	BWP	BSEW	BSET	BEW	LTK
1/1 page	136,770.00 €	99,440.00 €	85,470.00 €	80,630.00 €	37,650.00 €
3/4 page vertical	117,980.00 €	84,320.00 €	72,320.00 €	68,460.00 €	32,250.00 €
2/3 page vertical	105,830.00 €	75,950.00 €	65,020.00 €	61,730.00 €	29,290.00 €
2/3 page horizontal	105,830.00 €	75,950.00 €	65,020.00 €	61,730.00 €	29,290.00 €
1/2 page vertical	88,240.00 €	63,010.00 €	52,520.00 €	52,120.00 €	27,370.00 €
1/2 page horizontal	88,240.00 €	63,010.00 €	52,520.00 €	52,120.00 €	27,370.00 €
1/3 page vertical	63,050.00 €	43,550.00 €	35,790.00 €	36,350.00 €	20,020.00 €
1/3 page horizontal	63,050.00 €	43,550.00 €	35,790.00 €	36,350.00 €	20,020.00 €
1/4 page vertical	47,150.00 €	33,340.00 €	27,180.00 €	27,960.00 €	15,780.00 €
1/4 page normal	47,150.00 €	33,340.00 €	27,180.00 €	27,960.00 €	15,780.00 €
1/4 page horizontal	47,150.00 €	33,340.00 €	27,180.00 €	27,960.00 €	15,780.00 €
2/1 page	273,540.00 €	198,880.00 €	170,940.00 €	161,260.00 €	75,300.00 €
Inside front cover	153,140.00 €	109,390.00 €	94,010.00 €	88,690.00 €	41,410.00 €
Outside back cover	153,140.00 €	109,390.00 €	94,010.00 €	88,690.00 €	41,410.00 €
Opening Spread	323,370.00 €	238,660.00 €	205,120.00 €	193,500.00 €	90,360.00 €

For ad packs the same discounts (by frequency & volume) apply according to the price list of FRAU IM TREND.



# TECHNICAL SPECIFICATIONS PRINT



## TECHNICAL DATA

For current and binding technical data, log onto [duon-portal.de](http://duon-portal.de).

Also available as PDF download.

## DELIVERY OF PRINTER'S COPY

Please deliver all copies electronically to [duon-portal.de](http://duon-portal.de).

For support please e-mail

[support@duon-portal.de](mailto:support@duon-portal.de)

or call +49 (0)40 37 41 17 50

## GENERAL LEGAL NOTICE

The warranty claims specified in the publishers' general terms and conditions apply only when the certified technical requirements and standards published in the DUON portal have been fulfilled as well as the delivery has been carried out via the DUON portal. This also holds when data are provided without proof.

## ONLINE ADVERTISEMENT BOOKING

The current, binding technical advertisement bookings can also be sent via the online booking system (OBS) [obs-portal.de](http://obs-portal.de).



# YOUR PERSONAL CONTACTS

Adress Munich: Arabellastraße 23 · 81925 München

## BCN

### CEO (speaker)

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### CEO

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## ADTECH FACTORY GMBH & CO. KG

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### Ad Management/ Order Management

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### Print Management/ Placement

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### Print Management/ Production

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### Ad Operations/ Campaigning Digital

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## PUBLISHER MANAGEMENT

### Head of Publisher

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### Publisher Manager

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### Publisher Manager

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# PUBLISHER'S DATA

## **Publisher**

Burda Senator Verlag GmbH  
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## **Senior Brand Manager**

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## **Brand Manager**

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## **Print Management/Placement**

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## **Ad Management/Order Management**

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[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

## **Published**

weekly

## **On sale date**

Friday (subject to change)

## **Place of publication**

Offenburg  
PZN  
562729

## **Bank accounts**

Commerzbank AG  
IBAN: DE54 6808 0030 0723 4120 00  
BIC: DRES DEFF 680

UniCredit Bank AG  
IBAN: DE19 7002 0270 0015 0249 05  
BIC: HYVEDEMMXXX

## **Terms of payment - Print**

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for advance payments, provided that the invoice amount is submitted on the publication date of the issue in which the advertisement is published at the latest and no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz - DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

## **Terms of payment - Digital**

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for payments within 14 days, provided that no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz - DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

## **Terms and conditions**

All ad orders are exclusively carried out pursuant to the General Terms and Conditions. These are to be requested directly from BCN or can be viewed online at [bcn.burda.com/terms-conditions/](http://bcn.burda.com/terms-conditions/).

## **Guaranteed circulation**

You can find information on guaranteed circulation at [bcn.burda.com/landingpages/guaranteed-circulation/](http://bcn.burda.com/landingpages/guaranteed-circulation/).

